



MINUTES of the Economic Resiliency Task Force Meeting held on Thursday, April 2, 2020 at 3:00 p.m. via Video Conferencing.

PRESENT:

Voting Members: Councillor Nicole MacDonald (Chair)
Mayor Bill Dingwall
Councillor Bob Meachen
Mark Roberts, CAO, City of Pitt Meadows

Guests: Kate Barchard, Manager, Administrative Services
Jeff Lemire, Marketing Coordinator

Regrets: None

Secretary: Tatiana McCaw

1. CALL TO ORDER

The meeting was called to order at 3:01 p.m.

2. LATE ITEMS

None.

3. APPROVAL OF AGENDA

It was MOVED and SECONDED THAT the agenda for the April 2, 2020 Meeting be approved.

CARRIED.

4. ADOPTION OF MINUTES

It was MOVED and SECONDED THAT the Minutes of the Economic Resiliency Task Force Meeting held on March 30, 2020 be approved as circulated.

CARRIED.

5. NEW BUSINESS

(1) Update on Action Items

T. McCaw provided updates on all current Action Items, including:

- Jeff Lemire was invited to attend today's meeting;
- TOR for Task Force was finalized and posted to the Task Force's new web page at <https://www.pittmeadows.ca/city-hall/committees/economic-resiliency-task-force>;
- T. McCaw reached out to both AAC and the Chamber to request representation on the Task Force; awaiting answers;
- Recruitment for additional Task Force members will begin after today's meeting and the TF's approval of campaign language

It was MOVED and SECONDED THAT the Task Force receive for information T. McCaw's verbal update on current action items.

CARRIED.

(2) List of Open Restaurants in Pitt Meadows

Mark Roberts, CAO, provided a verbal update on the open restaurants project, noting that City staff compiled a comparison of open businesses in Pitt Meadows versus the list provided on the Chamber of Commerce website.

The Task Force discussed their desire to provide resources on the City's website to support businesses, instead of directing citizens to other business sites.

ACTION: J. Lemire to create a flipping book on the City's website for residents and local businesses to access and use as a resource.

It was MOVED and SECONDED that the Task Force affirm their desire to create City-led and City-owned resources and webpage content, managed by Staff, to support businesses and individuals, and to encourage the community during the COVID-19 pandemic.

CARRIED.

(3) Recruitment & Advertising

The Task Force discussed the advertising of the open positions on the Task Force.

ACTION ITEMS:

- J. Lemire to connect with Communications regarding a press release.
- J. Lemire to connect with Communications to arrange for the advertisement to be posted on the digital board outside of City Hall.
- T. McCaw to connect with Chamber of Commerce requesting they post a link to the application page to assist in recruitment for the Task Force.
- J. Lemire to post approved advertisement for ERTF recruitment campaign on all social media outlets.

It was MOVED and SECONDED THAT the Task Force approve the graphic for the recruitment campaign for the Economic Resiliency Task Force, as circulated.

CARRIED.

6. ROUND TABLE

The Task Force engaged in a round table. Additional comments included:

- Task Force agendas and minutes will be available to the public through the Task Force web page;
- Proofreading plan for future Task Force publications;
- Task Force's primary mandate is advocacy.

ACTION: Development of a resource directory for residents and local businesses.

7. ADJOURNMENT

It was MOVED and SECONDED THAT the meeting be adjourned at 3:55 p.m.

CARRIED.

The next meeting for the Economic Resiliency Task Force is set for April 9th at 3:00 p.m. via video conferencing.